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**TRAVEL AND TOURISM**

**9395/31**

Paper 3 International Business & Leisure Travel Services

**October/November 2014**

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**1 hour 30 minutes**

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**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



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This document consists of **5** printed pages and **3** blank pages.



Fig. 1 for Question 1

### Travellers Cashcard – the latest trend in how to pay

Travellers Cashcards are prepaid debit cards that may fulfil all your travel money needs. Available in Pounds Sterling (GBP), US Dollars (USD) and Euros (EUR), this type of card is safer than cash and more convenient than travellers' cheques. There is no need to carry your passport to use it. This also means that you do not need to take lots of cash with you when you travel, although taking a little is recommended.



All cards have a unique card number, are personalised with your name and they are chip and PIN protected. They work just like your debit card (accepted wherever you see the MasterCard and Visa acceptance marks), except you will probably find this type of card is much cheaper than using your debit/credit card abroad. You can only spend the amount you transfer (load) on to the card, so you stay in control of your spending on holiday.

Travellers Cashcards are free to obtain and have no monthly fees. Allow 10 days for delivery of your card if purchased online or collect within five days in-store from your local foreign exchange bureau or travel agent.

### Benefits of using a Travellers Cashcard

- **Accepted worldwide**  
Use it at over 25 million ATMs, shops and restaurants in over 120 countries worldwide.
- **PIN protected**  
No one else can access your funds if your card is lost or stolen.
- **Easily loaded**  
You can load your card any time online or over the phone.

Fig. 1

## *The Orchid Garden Hotel*

- *The hotel is set in romantic orchid gardens.*
- *The secluded outdoor swimming pool is perfect for relaxation.*
- *Enjoy a snack or an ice-cold drink by the side of the tropical pool.*
- *Relax in our tropical spa with a full range of treatments.*
- *Keep fit and healthy in our fitness centre, open 24 hours a day.*
- *Dine in style. Our award-winning restaurants offer fresh food, combining Asian and western cuisines.*
- *Keep in touch with friends using the free Wi-Fi connection in the lobby and in all guestrooms.*
- *The hotel is located within easy reach of the airport, the city centre and all the main attractions. Take advantage of our regular shuttle services.*

*The Orchid Garden Hotel has 30 deluxe rooms and four junior suites. Each room is furnished with either a queen- or king-size bed and all have private bathrooms. All rooms are equipped with a minibar fridge, tea/coffee-making facilities, air-conditioning and an LCD television. Our suites offer excellent spacious rooms with large windows. The corner suites also offer a living room area with an additional LCD television, a DVD-player, as well as a mini kitchen with its own microwave and large fridge.*

*\* Prices are room-only*

*\*Honeymoon packages available*

Fig. 2

Fig. 3 for Question 3

**Business Berlin**

Berlin is a popular choice as a business tourism destination. According to the International Congress and Convention Association (ICCA), it was one of the top four locations for meetings in 2010, along with the other European city destinations of Vienna, Barcelona and Paris. ICCA statistics show that Berlin hosted more meetings than the major business tourism destinations of Singapore, London and Sydney in 2010.

**Berlin Business Tourism Statistics**

	<b>2001</b>	<b>2010</b>	<b>% Increase</b>
<b>Number of events</b>	91 000	113 100	24%
<b>Number of participants</b>	4.2 million	9.1 million	116%
<b>Number of room nights</b>	2.27 million	5.55 million	144%
<b>Value of sales revenue (EUR)</b>	0.92 billion (EUR)	1.65 billion (EUR)	79%
<b>Number of people employed in business tourism-related jobs</b>	16 900	32 000	89%

Berlin offers an excellent business tourism experience:

- 170 venue hotels and a total of 110 000 bed spaces
- the CityCube Berlin, a new congress and trade fair centre
- the International Congress Centre (ICC Berlin)
- the new Berlin Brandenburg Airport has a carrying capacity of 27 million passengers per year
- using public transport, the journey from the airport to Berlin city centre takes 30 minutes. The city is accessible by the S-Bahn (tram), with services every 10 minutes, and by regular bus connections.

Berlin has more than 180 museums, three UNESCO World Heritage Sites and nine castles. It is the only city in the world with three opera houses. It is Germany's greenest city with more than 30% of its space consisting of parks, woods, rivers and lakes.

The Berlin Convention Office (BCO) supports the organisation of meetings, incentives, conventions and exhibitions. It provides the following products and services for conference planners:

- availability checks of hotels, conference venues and caterers
- contact with business tourism partners (congress centres, hotels, locations, agencies)
- booking of tickets for evening events and leisure activities
- organisation of transfer services
- provision of expert guest guides
- publication of the 'Meeting Guide Berlin'.

Fig. 3

**Fig. 4 for Question 4**

The Asia Cruise Association (ACA) was set up in August 2009. The ACA brings together cruise industry stakeholders to promote cruise tourism in Asia.

The objectives of the ACA are to:

- provide networking opportunities for cruise tourism stakeholders
- update members on regulatory and political developments within the industry
- provide cruise tourism statistics
- improve cruise product knowledge and standards through training and accreditation programmes
- promote safety and protection of the environment
- raise awareness of cruise tourism and promote cruise travel to the public.

The main programmes that the ACA is organising are:

- training and accreditation programmes for travel agents
- networking events at cruise trade events
- alliances and partnerships with international and regional cruise associations.

Members of the ACA include cruise lines such as Star Cruises, tourism boards such as the Singapore Tourism Board, travel agents such as *ecruising.travel* and Cruise Vacations Ltd, as well as port authorities and cruise terminal operators.

Star Cruises was named winner of the 'Best Cruise' category in the *Travel and Leisure (South Asia)* magazine's awards in 2012. This award is given in recognition of the company's commitment and excellence in creating world-class cruise experiences that excite, entertain and pamper passengers. Star Cruises operates four cruise liners in the Asia-Pacific region with a total carrying capacity of 3 100 passengers.

**Fig. 4**



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